

COMPARISON OF AVERAGE WEEKLY MILITANT SALES

<u>Branch</u>	<u>Sp.74</u> <u>Goal</u>	<u>Sp. 74</u> <u>Aver.</u> <u>18wks</u>	<u>% Of</u> <u>Goal</u> <u>Sold</u>	<u>Times</u> <u>Made</u> <u>Goal</u>	<u>F.73</u> <u>Aver.</u> <u>11wks</u>	<u>Sp.73</u> <u>Aver.</u> <u>15wks</u>
Atlanta	500	422	84%	4	451	301
Austin	40	43	108%	10	116	163
Boston	700	395	56%	2	526	420
Brooklyn	450	389	86%	2	372	295
Chicago	700	554	79%	6	605	419
Cleveland	350	270	77%	4	269	290
Denver	450	247	55%	-	310	203
Detroit	450	466	104%	14	360	330
Houston	500	368	74%	3	403	414
L.A.(Central-East)	350	252	72%	5	440	339
L.A.(West Side)	350	321	92%	7		
Lower Manhattan	500	406	81%	1	403	510
Oakland/Berkeley	800	716	90%	6	683	488
Philadelphia	400	382	96%	10	377	234
Pittsburgh	375	331	88%	7	264	---
Portland	325	260	80%	3	246	155
St. Louis	325	309	95%	9	244	---
San Diego	325	240	74%	2	349	282
San Francisco	525	322	61%	1	433	335
Seattle	425	369	87%	4	423	278
Twin Cities	350	296	85%	7	252	263
Upper West Side	475	306	64%	1	430	365
Washington DC	<u>400</u>	<u>314</u>	79%	4	<u>324</u>	<u>224</u>
TOTALS	10,000	7,978			8,280	6,308

GRAPH OF TOTAL SALES FOR PAST THREE SALES CAMPAIGNS

TOTAL  
SALES

15,000

14,000

13,000

12,000

11,000

10,000

9,000

8,000

7,000

6,000

5,000

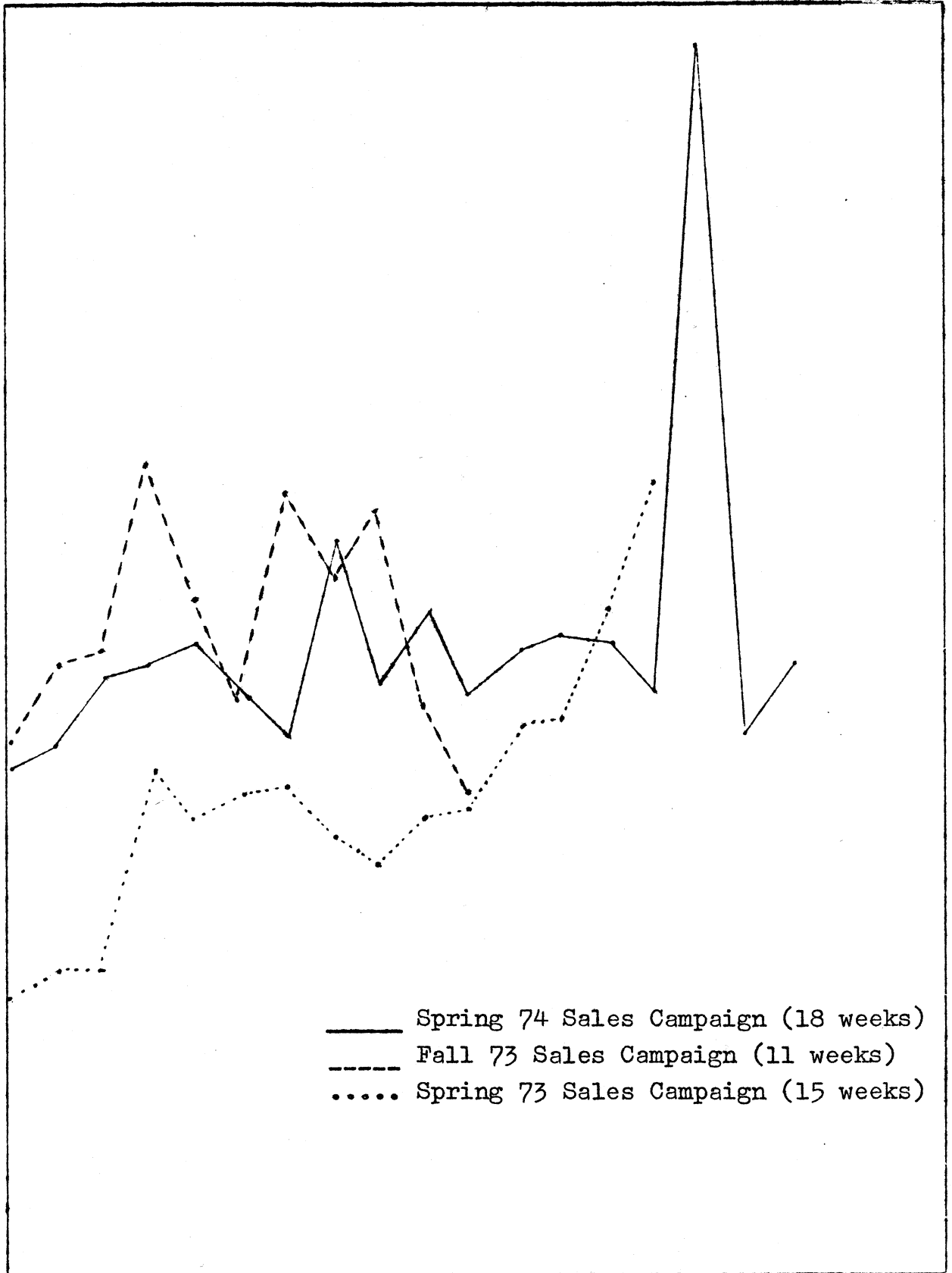
4,000

3,000

2,000

1,000

WEEKS: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18



AVERAGE WEEKLY MILITANT, YS, AND COMBINED SALES--SPRING 1974

<u>Branch</u>	<u>Militant Average</u>	<u>YS Weekly Average*</u>	<u>Combined Average</u>
Atlanta	422	166	588
Austin	43	19	62
Boston	395	168	563
Brooklyn	389	144	533
Chicago	554	119	673
Cleveland	270	64	334
Denver	247	89	336
Detroit	466	88	554
Houston	368	81	449
L.A. (Central-East)	252	77	329
L.A. (West Side)	321	71	392
Lower Manhattan	406	163	569
Oakland/Berkeley	716	165	881
Philadelphia	382	134	516
Pittsburgh	331	76	407
Portland	260	83	343
St. Louis	309	79	388
San Diego	240	76	316
San Francisco	322	119	441
Seattle	369	85	454
Twin Cities	296	105	401
Upper West Side	306	151	457
Washington DC	<u>314</u>	<u>142</u>	<u>456</u>
TOTALS	7,978	2,464	10,442

\*YS Averages are based on sales from February through April  
May totals not yet available.

COMPARISON OF PARTICIPATION AND PER CAPITA SALES

<u>Branch</u>	<u>Weekly Average Participation</u>				<u>Average Per Capita</u>		
	<u>Sp74</u>	<u>High- est Week</u>	<u>F73</u>	<u>Sp73</u>	<u>Sp74</u>	<u>F73</u>	<u>Sp73</u>
Atlanta	39	44	37	29	10.8	12.2	10.7
Austin			13	19		9.0	8.5
Boston	50	67	58	50	8.0	8.9	7.8
Brooklyn	39	69	34	37	10.0	11.1	8.1
Chicago	40	55	45	43	13.9	13.5	10.2
Cleveland	24	28	20	22	11.3	13.3	12.0
Denver	27	36	32	31	9.1	9.7	6.6
Detroit	33	40	21	31	14.1	18.0	10.7
Houston	36	45	35	33	10.2	11.5	13.4
L.A.(Central-East)	29	34			8.7		
L.A.(West Side)	25	35	37	31	12.8	11.4	11.3
Lower Manhattan	43	74	40	40	9.4	10.0	12.6
Oakland/Berkeley	50	54	49	47			
Philadelphia	30	32	29	22	12.7	13.1	11.1
Pittsburgh	26	34	20	--	12.7	12.9	----
Portland	23	26	18	23	11.3	13.4	7.3
St. Louis	23	29	17	--	13.4	14.0	----
San Diego	20	25	22	21	12.0	15.3	14.3
San Francisco	31	47	42	24	10.4	10.7	14.6
Seattle	24	31	22	22	15.4	19.2	10.8
Twin Cities	26	33	24	24	11.4	10.9	11.0
Upper West Side	34	66	35	39	9.0	12.4	9.5
Washington DC	<u>28</u>	<u>39</u>	<u>26</u>	<u>20</u>	<u>11.2</u>	<u>12.5</u>	<u>11.0</u>
TOTAL WEEKLY AVERAGE	700	943	676	608	11.5	12.6	10.6

\*Per capita is based on number sold by those participating, not on total membership.

LOCATIONS WHERE THE MILITANTS WERE SOLD-SPRING 1974 (Weekly Average)

Branch	Campus		Black Commun.		Work Places		Polit. Events		Other Comm.
	#	%	#	%	#	%	#	%	%
Atlanta	90	21%	212	50%	8	2%	6	1%	26%
Austin*									
Boston	71	18%	89	23%	22	6%	23	6%	47%
Brooklyn	109	28%	95	24%	23	6%	32	8%	34%
Chicago	152	27%	211	38%	55	10%	40	7%	18%
Cleveland	107	40%	71	26%	26	10%	28	10%	14%
Denver	66	27%	107	43%	14	6%	33	13%	25%
Detroit	143	31%	81	17%	37	8%	29	6%	38%
Houston	46	13%	176	48%	7	2%	24	7%	30%
L.A.(Central-East)	85	34%	55	22%	15	6%	25	10%	28%
L.A.(West Side)	90	28%	46	14%	18	6%	30	9%	43%
Lower Manhattan	87	21%	80	20%	9	2%	27	7%	50%
Oakland/Berkeley	184	26%	183	26%	34	5%	35	5%	38%
Philadelphia	125	33%	66	17%	10	3%	22	6%	41%
Pittsburgh	163	49%	6	1%	9	3%	7	2%	45%
Portland	57	22%	71	27%	20	8%	19	7%	36%
St. Louis	77	25%	95	31%	13	4%	24	8%	32%
San Diego	88	37%	82	34%	2	1%	15	6%	22%
San Francisco	58	18%	55	17%	43	13%	16	5%	47%
Seattle	60	16%	91	25%	17	5%	18	5%	49%
Twin Cities	102	34%	15	5%	21	7%	68	23%	31%
Upper West Side	40	13%	66	22%	10	3%	53	17%	45%
Washington DC	<u>87</u>	<u>28%</u>	<u>90</u>	<u>29%</u>	<u>11</u>	<u>4%</u>	<u>51</u>	<u>16%</u>	<u>23%</u>
WEEKLY AVERAGE	2087	26%	2043	26%	424	5%	625	8%	35%

Note: "Black Community" includes all sales in the Black, Chicano, Puerto Rican, Arab, and Haitian communities.

\*Figures not available.

COMPARISON OF AVERAGE WEEKLY SALES IN THE BLACK, PUERTO RICAN,  
AND CHICANO COMMUNITIES WITH THE FALL 1973 SALES CAMPAIGN

<u>Branch</u>	<u>Weekly Average</u>		<u>Percent of Total Sales</u>	
	<u>Sp74</u>	<u>F73</u>	<u>Sp74</u>	<u>F73</u>
Atlanta	212	178	50%	39%
Boston	89	10	23%	2%
Brooklyn	95	86	24%	23%
Chicago	211	159	38%	26%
Cleveland	71	34	26%	13%
Denver	107	55	43%	18%
Detroit	81	70	17%	19%
Houston	176	92	48%	23%
L.A. (Central-East)	55	33	22%	8%
L.A. (West Side)	46		14%	
Lower Manhattan	80	56	20%	14%
Oakland/Berkeley	183	148	26%	22%
Philadelphia	66	64	17%	17%
Pittsburgh	6	2	1%	1%
Portland	71	0	27%	0%
St. Louis	95	69	31%	28%
San Diego	82	14	34%	3%
San Francisco	55	31	17%	7%
Seattle	91	19	25%	2%
Twin Cities	15	18	5%	7%
Upper West Side	66	13	22%	3%
Washington DC	<u>90</u>	<u>18</u>	<u>29%</u>	<u>6%</u>
TOTAL WEEKLY AVERAGE	2,043	1,169	26%	14%

COMPARISON OF AVERAGE SALES ON CAMPUS WITH TWO PREVIOUS SALES CAMPAIGNS

<u>Branch</u>	<u>Weekly Average Sales</u>			<u>Percent of Total Sales</u>		
	<u>Sp74</u>	<u>F73</u>	<u>Sp73</u>	<u>Sp74</u>	<u>F73</u>	<u>Sp73</u>
Atlanta	90	167	51	21%	37%	17%
Austin		62	42		53%	26%
Boston	71	201	59	18%	38%	14%
Brooklyn	109	105	104	28%	28%	35%
Chicago	152	105	53	27%	17%	13%
Cleveland	107	133	148	40%	49%	51%
Denver	66	96	44	27%	31%	22%
Detroit	143	231	124	31%	64%	38%
Houston	46	79	53	13%	20%	13%
L.A. (Central-East)	85	155	76	34%	35%	22%
L.A. (West Side)	90			28%		
Lower Manhattan	87	87	92	21%	22%	18%
Oakland/Berkeley	184	176	107	26%	26%	22%
Philadelphia	125	194	49	33%	51%	21%
Pittsburgh	163	166	---	49%	63%	---
Portland	57	92	36	22%	37%	23%
St. Louis	77	66	---	25%	27%	---
San Diego	88	165	162	37%	47%	57%
San Francisco	58	110	80	18%	25%	24%
Seattle	60	134	54	16%	32%	19%
Twin Cities	102	87	79	34%	35%	30%
Upper West Side	40	87	53	13%	20%	15%
Washington DC	<u>87</u>	<u>84</u>	<u>50</u>	<u>28%</u>	<u>26%</u>	<u>22%</u>
TOTAL WEEKLY AVERAGE	2,087	2,782	1,516	26%	35%	24%

COMPARISON OF SALES AT POLITICAL EVENTS AND AT WORK PLACES, UNION MEETINGS, AND STRIKE ACTIONS WITH THE FALL 1973 SALES CAMPAIGN

<u>Branch</u>	<u>Political Events</u>				<u>Work Places, Etc.</u>			
	<u>Aver. Sold</u>		<u>Percent</u>		<u>Aver. Sold</u>		<u>Percent</u>	
	<u>Sp74</u>	<u>F73</u>	<u>Sp74</u>	<u>F73</u>	<u>Sp74</u>	<u>F73</u>	<u>Sp74</u>	<u>F73</u>
Atlanta	6	7	1%	2%	8	1	2%	--
Boston	23	44	6%	8%	22	12	6%	2%
Brooklyn	32	43	8%	12%	23	5	6%	1%
Chicago	40	107	7%	18%	55	12	10%	2%
Cleveland	28	19	10%	7%	26	30	10%	11%
Denver	33	13	13%	4%	14	9	6%	3%
Detroit	29	15	6%	4%	37	8	8%	2%
Houston	24	41	7%	10%	7	29	2%	7%
L.A. (Central-East)	25	82	10%	19%	15	2	6%	--
L.A. (West Side)	30		9%		18		6%	
Lower Manhattan	27	60	7%	15%	9	3	2%	1%
Oakland/Berkeley	35	14	5%	2%	34	63	5%	9%
Philadelphia	22	40	6%	11%	10	5	3%	1%
Pittsburgh	7	11	2%	4%	9	0	3%	--
Portland	19	23	7%	9%	20	6	8%	2%
St. Louis	24	13	8%	5%	13	9	4%	4%
San Diego	15	28	6%	8%	2	1	1%	--
San Francisco	16	38	5%	9%	43	17	13%	4%
Seattle	18	23	5%	5%	17	6	5%	1%
Twin Cities	68	36	23%	14%	21	13	7%	5%
Upper West Side	53	63	17%	15%	10	6	3%	1%
Washington DC	<u>51</u>	<u>81</u>	<u>16%</u>	<u>25%</u>	<u>11</u>	<u>4</u>	<u>4%</u>	<u>1%</u>
TOTAL WEEKLY AVERAGE	625	783	8%	10%	424	241	5%	3%



COMPARISON OF PERCENTAGE OF BUNDLE SOLD DURING SALES CAMPAIGNS

<u>Branch</u>	<u>Spring 1974</u>	<u>Fall 1973</u>	<u>Spring 1973</u>
Atlanta	78%	91%	85%
Austin	57%	85%	83%
Boston	72%	72%	70%
Brooklyn	79%	68%	66%
Chicago	85%	84%	85%
Cleveland	81%	72%	82%
Denver	64%	75%	76%
Detroit	94%	81%	76%
Houston	80%	76%	69%
L.A. (Central-East)	67%		
L.A. (West Side)	81%	66%	67%
Lower Manhattan	75%	83%	83%
Oakland/Berkeley	86%	79%	78%
Philadelphia	87%	82%	68%
Pittsburgh	84%	80%	---
Portland	82%	72%	66%
St. Louis	94%	86%	---
San Diego	81%	87%	90%
San Francisco	63%	76%	63%
Seattle	81%	90%	80%
Twin Cities	72%	62%	68%
Upper West Side	71%	78%	78%
Washington DC	75%	70%	81%
AVERAGE OF TOTAL BUNDLE	79%	78%	76%

(The average percent of the bundles sold in 1972 was 54%.)

COMPARISON OF PROFIT MADE DURING SALES CAMPAIGNS

<u>Branch</u>	<u>Spring 1974</u>		<u>Fall 1973</u>		<u>Spring 1973</u>	
	<u>Total</u> <u>18wks</u>	<u>Wkly</u> <u>Aver</u>	<u>Total</u> <u>11wks</u>	<u>Wkly</u> <u>Aver</u>	<u>Total</u> <u>15wks</u>	<u>Wkly</u> <u>Aver</u>
Atlanta	\$234	\$13	\$341	\$31	\$456	\$30
Austin	-\$28	-\$2	\$52	\$5	\$242	\$16
Boston	\$97	\$5	\$67	\$6	\$440	\$29
Brooklyn	\$240	\$13	\$48	\$4	\$266	\$18
Chicago	\$505	\$28	\$284	\$26	\$646	\$43
Cleveland	\$200	\$11	\$42	\$4	\$366	\$24
Denver	-\$63	-\$4	\$104	\$9	\$260	\$17
Detroit	\$576	\$32	\$75	\$7	\$325	\$22
Houston	\$244	\$14	\$139	\$13	\$408	\$27
L.A. (Central-East)	-\$10	-\$1				
L.A. (West Side)	\$234	\$13	-\$81	-\$7	\$330	\$22
Lower Manhattan	\$178	\$10	\$229	\$21	\$746	\$51
Oakland/Berkeley	\$672	\$37	\$293	\$27	\$660	\$44
Philadelphia	\$368	\$20	\$175	\$16	\$230	\$15
Pittsburgh	\$289	\$16	\$143	\$13	----	---
Portland	\$204	\$11	\$45	\$4	\$143	\$10
St. Louis	\$380	\$21	\$651	\$15	----	---
San Diego	\$176	\$10	\$204	\$19	\$473	\$32
San Francisco	-\$116	-\$6	\$125	\$11	\$230	\$15
Seattle	\$260	\$14	\$291	\$26	\$323	\$22
Twin Cities	\$80	\$4	-\$76	-\$7	\$262	\$17
Upper West Side	\$62	\$3	\$153	\$14	\$491	\$33
Washington DC	<u>\$140</u>	<u>\$8</u>	<u>\$103</u>	<u>\$9</u>	<u>\$269</u>	<u>\$18</u>
TOTAL NET PROFIT	\$4,922	\$273	\$2,921	\$266	\$7,566	\$506

Note: In the Spring, 1974, and Fall, 1973, sales campaigns, branches had to sell over 70% of their bundles to make a profit. They had to sell over 50% to make a profit in Spring, 1973.